TV SPOTS

Broad & Family Appeal:

Freak Out	(Top 15 territories #1 favoured spot)
Honey	(Top 15 territories #2 favoured spot)
Bee Rules	(Top 15 territories #3 favoured spot)
Discovering	(Head Office favoured spot)

Kids:

Ride	(Head Office favoured spot)

More To Come

From the creators of Shrek & Madagascar

Jerry Seinfeld spot

Smacking spot

PROMOTIONS

- McDonalds/HP/AMD – Global Corporate Partners
- Local DWA licensed and multi-territory partners – eg GHK
- Media Promotional Partners
- Locally sourced 3rd party
- Family prize packages
- Promotional Xmas items

PUBLICITY

- Sensational launch via Jerry Seinfeld stunt at the Cannes International Film Festival. TV and print interviews completed. Phenomenal worldwide coverage achieved.
- Long-lead press at Cine Expo in June
- NY print long-lead day held in August with all talent and top Int'l outlets
- Select UK interviews with Simon Smith in London early Sep during Scoring session
- Family Press kits being shipped out September
- Renée Zellweger International photo shoot requested for International placement
- Fall preview pieces
- November/December: International tour with Jerry Seinfeld and Jeffrey Katzenberg to Mexico, Australia, Hong Kong (Asian junket), Israel, Spain, Germany, France, Italy and the UK
- Renée Zellweger to travel to UK and Germany. Appearing on top TV shows – Jonathan Ross (UK) and Wetten Dass (Germany)
- January: Tokyo junket and premiere in Japan

PPI INTERACTIVE MATERIALS & ITITIATIVES

- Bee Movie Websites localised globally

- Adopt a Pet Widget – localised globally

- International Interactive Toolkit

  To include a mix of :

  – Paid for advertising media assets (parents, kids and Xmas)

  – Fun / educational kids downloadable content and games

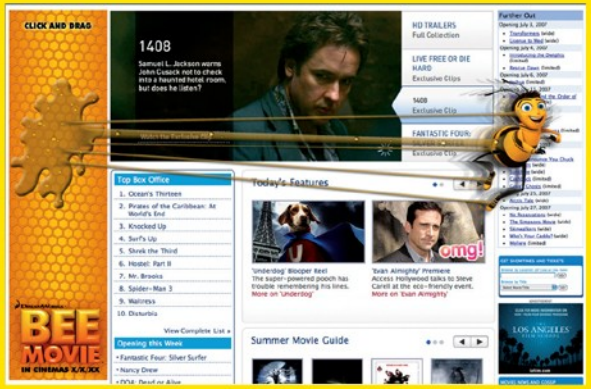
  – Exhibitor digital assets (direct mailers, e-cards, media assets)

  – Xmas themed materials (digital advent calendars)

- Pan Regional Family Digital Media Buy

  – MSN & Y! to promote across networks targeting mums, kids and push the promotion of the Adopt a Pet widget

- Promotional Mobile Content kits & localised Movie WAP sites



INTERNATIONAL MEDIA

- Media Mix
  - Primary
  - Secondary
- Optimum Campaign Timing
- Impact vs Frequency?
- Target Weights By Media
- Pan Regional Opportunities